

REMARKS

The specification has been amended to only describe the structure originally disclosed in the drawings, specification, and claims without introducing new matter.

Figure 2 of the drawings has been amended to correct a duplication of numbers and to add reference numbers to illustrated parts described in the specification. Although Figure 2 is believed to show flat horizontal floors that description is not used. Figure 2 shows parallel walls 36, 58, however the word “parallel” has been avoided and the walls are described as “not coplanar”. It is respectfully submitted that amending the specification to describe what is shown in the drawing is not introducing “new matter”.

Claim 1, as amended, avoids use of the language objected to by the examiner. In amended claim 1 “slightly” has been removed, the rear walls are defined as sloping rearwardly from vertical not more than 10 degrees. Paragraph [0012] describes the rear walls of the compartments as sloping back at a 10 degree angle from vertical. The floors, rear walls and dividers maintain the down rods in a stable rearward leaning substantially upright position, clearly visible to the customer, permitting removal of a selected downrod without causing movement of adjacent downrods.

Claim 1 was rejected under 35 USC 103(a) as being unpatentable over Jonathan et al. 3,886,348. Jonathan et al. reveals a lighted display (fluorescent tubes 68 and reflectors 42, 54) for greeting cards and the like. Four product display modules 20 are positioned in upper and lower housings 21, 23. The display modules 20 have a plurality of bin like pockets for receiving cards etc. The rear walls of the pockets slope rearwardly from vertical more than 10 degrees and do not suggest suitability for displaying downrods for ceiling fans. Amended claim 1 clearly defines applicants’ invention over Jonathan et al. by defining

each compartment being unequal in vertical dimension and
a rear wall in each compartment sloping rearwardly from vertical in a bottom to top
direction not more than 10 degrees.

Claim 1 as amended is believed to clearly define applicants' invention over the cited art.

Claim 2 defines one section having a vertically short compartment above a vertically
taller compartment. This makes it more convenient and safer for stocking, displaying and
customer removal of the downrods. Jonathan et al. shows small pockets at the bottom of the
greeting card display fixture. Claim 2 is believed to be allowable for the reasons advanced for
allowance of claim 1 and because of its relative dimension definition.

Dependent claim 3 defines each section as having an upper compartment which is shorter
than its lower compartment, thus further distinguishing over Jonathan et al. Thus the heavier
downrods are placed in the lower compartments.

Dependent claim 4 is believed allowable for the reasons advanced for allowance of claim
parent 2.

Dependent claim 5 is believed allowable for the reasons advanced for allowance of parent
claim 1.

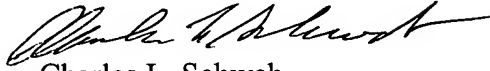
New dependent claim 6 is believed to be allowable for the reasons advanced for
allowance of parent claim 1 and because of its non-coplanar definition of the rear wall of the
upper compartment relative to the lower compartment of the corresponding section. This feature
reduces the floor space requirement for the display.

New dependent claim 7 is believed to be allowable for the reasons advanced for
allowance of parent claim 1 and because of its defining three side by side sections each having
an upper compartment which is vertically shorter than its lower compartment and defining the

compartments as being unequal in vertical dimension. Such construction is clearly not taught by the cited art.

For the reasons hereby advanced, a Notice of Allowance is solicited.

Respectfully submitted,



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"Annotated Sheet Showing Changes"

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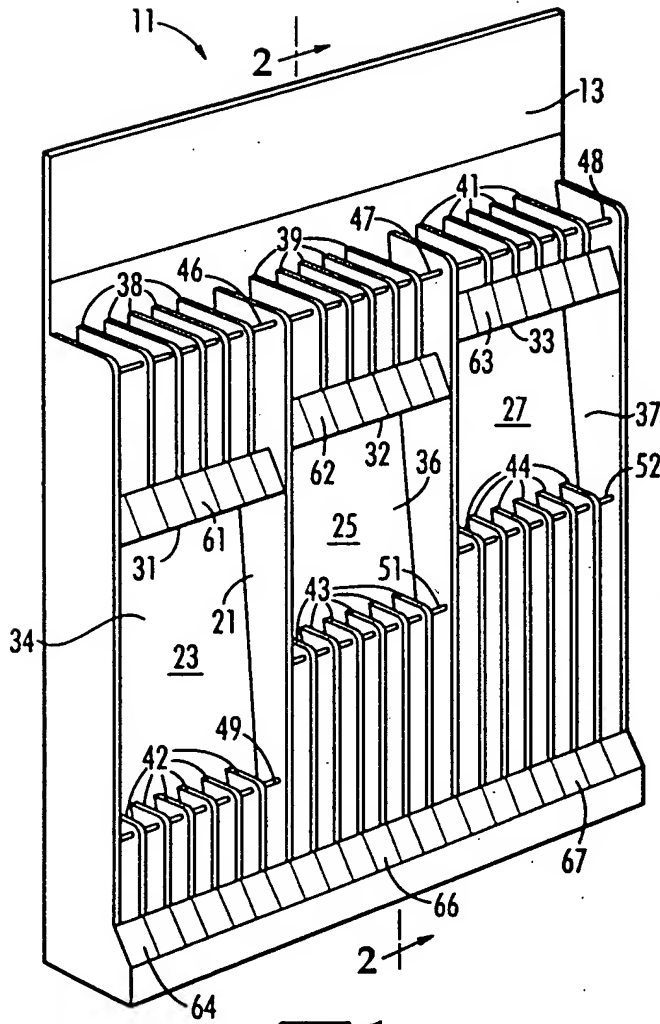


FIG. 1

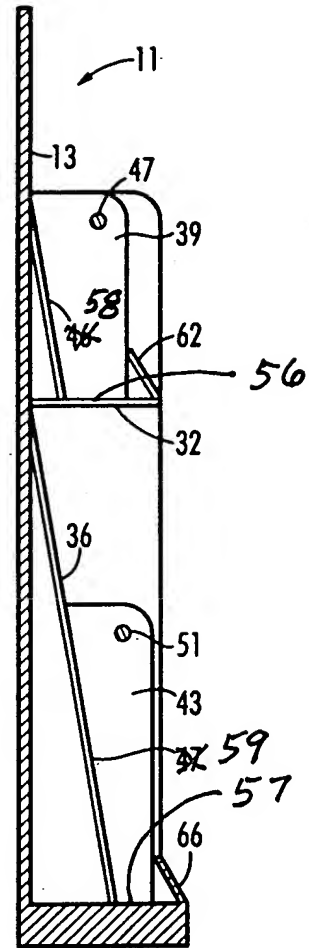


FIG. 2